Attorney Docket No. 52719.00009
(formerly 19608-000230US)

AMENDMENT TO THE CLAIMS

Please cancel claims 1, 12 – 15, 20, 30 and 38 without prejudice. Please amend *EXISTING*
claims 2 – 6, 11, 21 – 22, 24, 29, 31- 33 and 39 – 42. Please add new claims 43 - 55:
We Claim:

1. (Cancelled)

2. (Currently Amended) The computer program product of claim 139 further comprising
code for generating a customer profile report and wherein the information comprises
business performance measures, and wherein:
code for creating at least one first dimension table further comprises:
                code for creating a customer profile hierarchy; and
code for creating at least one fact table further comprises:
                code for aggregating said business performance measures according to
                said customer profile hierarchy.

3. (Currently Amended) The computer program product of claim 139 further comprising
code for generating an operation report, and wherein the information comprises business
performance measures, and wherein:
code for creating at least one fact table further comprises:
                code for aggregating said business performance measures; and
                code for filtering said customer profiles.

4. (Currently Amended) The computer program product of claim 139 further comprising
code for generating a customer behavior report, and wherein the information comprises
customer records, and wherein:
code for creating at least one first dimension table further comprises:
                code for creating a at least one of a plurality of customer profiling dimensions
                        based upon the at least one of a plurality of customer profile groups
                        received; and
code for creating at least one fact table further comprises:
                code for aggregating customer records based on said at least one of a plurality of
                        customer profiling dimensions.

5. (Currently Amended) The computer program product of claim ~~1~~39 further comprising:

code for creating a list of customers for each one of the plurality of customer profile
  groups;

code for creating at least one intermediary data structure to manage the list of customers;
  and

code for creating customer classification components in a meta model for each customer
  profile group.

6. (Currently Amended) The computer program product of claim ~~1~~39 wherein said
information comprises at least one of telecommunications information, financial
information, retail marketing information, insurance information, and health care
information.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Currently Amended) ~~A~~ The computer program product of claim 39 ~~for analyzing
information in at least one database, said computer program product comprising:~~ wherein
code for receiving a definition of at least one of a plurality of customer profile groups
further comprises;

code for creating a list of customers for each one of the plurality of customer profile
  groups; and

code for creating customer classification components in a meta model for each customer
  profile group~~;~~

~~code for receiving input indicating at least one quantity of interest in the information;~~
~~code for receiving a definition for a data model;~~
~~code for dynamically creating at least one generated database based upon the data model~~
  ~~and the quantity of interest, further comprising:~~

~~code creating at least one first dimension table based upon the data~~
~~schema and the quantity of interest; and~~
~~code for creating at least one fact table based upon the data schema, the~~
~~quantity of interest and the information;~~
~~code for displaying at least a portion of the dynamically generated database; and~~
~~a computer readable storage medium for holding the codes.~~

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)
16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Currently Amended) The computer program product of claim ~~20~~ 29 wherein said
first data schema comprises a star schema.

22. (Currently Amended) The computer program product of claim ~~20~~ 29 wherein virtual
data model comprises an identity centric data organization.

23. (Original) The computer program product of claim 22 wherein said identity is a
customer identity.

24. (Currently Amended) The computer program product of claim ~~20~~ 29 wherein said

information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) A computer program product for analyzing information in a first database, said first database organized according to a first data schema said computer program product comprising:
code for defining a virtual data model;
code for determining from the virtual data model a second data schema;
code for receiving as input a third data model definition;
code for creating a third database having a third data schema from the third data model;
code for creating a first mapping, that provides a translation for data from said first data schema to said second data schema;
code for creating a second mapping, that provides a translation for data from the second data schema to the third data schema;
code for selectively migrating information from at least one of the first database to the second database according to the first mapping, and the second database to the third database according to the second mapping;
The computer program product of claim 20 wherein the virtual data model comprises a reverse star schema; and
a computer readable storage medium for holding the codes.

30. (Cancelled)

31. (Currently Amended) The computer program product system of claim 30 40 wherein said virtual data model virtual schema meta-model comprises an identity centric data

organization.

32. (Currently Amended) The ~~computer program product~~ system of claim 31 wherein said identity is a customer identity.

33. (Currently Amended) The ~~computer program product~~ system of claim ~~30~~ 40 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Currently Amended) ~~The~~ A computer program product ~~of claim 1, further~~ comprising:

code for receiving a definition of a reverse star schema meta-model ~~schema~~;

code for generating a data warehouse populated with the information from the source
database and in accordance with the reverse star schema meta-model; ~~and~~

code for providing the data warehouse ~~in place of the~~ as a source database for creating the
dynamically generated database;

code for receiving a definition of at least one of a plurality of customer profile groups;

code for receiving input indicating at least one quantity of interest in the information;

code for receiving a definition for a data model;

code for dynamically creating at least one generated database based upon the data model
and configured to the quantity of interest, further comprising:

code for creating at least one first dimension table based upon the data
schema and the quantity of interest; and

code for creating at least one fact table based upon the data schema and

the quantity of interest and the information; and

code for displaying at least a portion of the dynamically generated database; and

a computer readable storage medium for containing the codes.

40. (Currently Amended) ~~The computer program product of claim 38~~ A system for

visualizing information, said system comprising:

an OLAP server;

at least one data source;

a data warehouse;

at least one decision support computer, interoperable with said data

warehouse, said at least one data source and said OLAP server;

wherein said decision support computer is operatively disposed to:

> create a mapping based upon a virtual meta-model schema, said mapping

>> providing a translation for data in said at least one data source to said

>> data warehouse;

> migrate said data from said at least one data source to said data warehouse

>> according to said mapping; and

> provide said data to said OLAP server for display, wherein the virtual meta-

>> model schema is a reverse star schema.

41. (Currently Amended) The ~~computer program product~~ system of claim ~~38~~ 40, wherein

said decision support computer is operatively disposed to ~~further comprising~~:

~~code for receiving~~ receive a selection of a targeted customer segment of interest as the

> quantity of interest;

~~code for generating~~ generate at least one of a plurality of targeted customer segment

> tables based upon the dynamically generated database; and

~~code for providing~~ provide the targeted customer segment tables to external applications.

42. (Currently Amended) The computer program product of claim ~~1~~ 39, wherein the code

for dynamically creating at least one ~~dynamically~~ generated database further

comprises:

code for receiving an input from an on-line application processor (OLAP);

code for transforming the input into a database query based upon the data model; and

code for providing information in response to the database query.

43. (New) A method for analyzing information in a first database, said first database organized according to a first data schema, comprising:

defining a virtual data model;

determining from the virtual data model a second data schema;

receiving as input a third data model definition;

creating a third database having a third data schema from the third data model;

creating a first mapping, that provides a translation for data from said first data schema to said second data schema;

creating a second mapping, that provides a translation for data from the second data schema to the third data schema; and

selectively migrating information from at least one of the first database to the second database according to the first mapping, and the second database to the third database according to the second mapping;

wherein the virtual data model comprises a reverse star schema.

44. (New) The method of claim 43 wherein said first data schema comprises a star schema.

45. (New) The method of claim 43 wherein virtual data model comprises an identity centric data organization.

46. (New) The method of claim 45 wherein said identity is a customer identity.

47. (New) The method of claim 43 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

48. (New) A method, comprising:

receiving a definition of a reverse star schema meta-model;

generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model;

providing the data warehouse as a source database for creating the dynamically generated

database;

receiving a definition of at least one of a plurality of customer profile groups;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data model and
> configured to the quantity of interest, further comprising:
>> creating at least one first dimension table based upon the data schema
>>> and the quantity of interest; and
>> creating at least one fact table based upon the data schema and the
>>> quantity of interest and the information; and

displaying at least a portion of the dynamically generated database.

49. (New) The method of claim 48 further comprising generating a customer profile
report and wherein the information comprises business performance measures, and
wherein:

creating at least one first dimension table further comprises:
> creating a customer profile hierarchy; and

creating at least one fact table further comprises:
> aggregating said business performance measures according to said
>> customer profile hierarchy.

50. (New) The method of claim 48 further comprising generating an operation report, and
wherein the information comprises business performance measures, and wherein:

creating at least one fact table further comprises:
> aggregating said business performance measures; and
> filtering said customer profiles.

51. (New) The method of claim 48 further comprising generating a customer behavior
report, and wherein the information comprises customer records, and wherein:

creating at least one first dimension table further comprises:
> creating a at least one of a plurality of customer profiling dimensions based upon
>> the at least one of a plurality of customer profile groups received; and

creating at least one fact table further comprises:
> aggregating customer records based on said at least one of a plurality of customer

profiling dimensions.

52. (New) The method of claim 48 further comprising:

creating a list of customers for each one of the plurality of customer profile groups;

creating at least one intermediary data structure to manage the list of customers; and

creating customer classification components in a meta model for each customer profile

        group.

53. (New) The method of claim 48, wherein dynamically creating at least one generated database further comprises:

receiving an input from an on-line application processor (OLAP);

transforming the input into a database query based upon the data model; and

providing information in response to the database query.

54. (New) A method for visualizing information, comprising:

creating a mapping based upon a virtual meta-model schema, the mapping providing a

        translation for data from at least one data source to a data warehouse;

migrating data from the at least one data source to the data warehouse according to the

        mapping; and

providing the data to the OLAP server for display, wherein the virtual meta-model

        schema is a reverse star schema.

55. (New) The method of claim 54, further comprising:

receiving a selection of a targeted customer segment of interest as the quantity of interest;

generating at least one of a plurality of targeted customer segment tables based upon the

        dynamically generated database; and

providing the targeted customer segment tables to external applications.